

WHAT IS CLAIMED IS:

1. A detergent composition comprising:
- 5 a) from about 4% to about 70% of a surfactant,
b) from about 0.01% to about 10%, preferably from about 0.1% to about 8%, more preferably from about 0.5% to about 6%, and most preferably from about 0.8% to about 5% of a dye maintenance polymer or oligomer having at least three net positive charges per molecule and having a Dye Maintenance Parameter, as determined by the Dye Maintenance Parameter Test, of greater than about 0.23, preferably greater than about 10 0.6 more preferably greater than about 0.8 and most preferably greater than about 0.9; and

wherein the dye maintenance polymer is not a polyethyleneimine or alkoxylated derivative thereof.

2. A laundry additive composition comprising:

- a) from about 1% to about 99% by weight of water; and
b) from about 0.01% to about 50%, preferably from about 0.1% to about 40%, more preferably from about 0.5% to about 30%, and most preferably from about 0.8% to about 15% of a dye maintenance polymer or oligomer having at least three net positive charges per molecule and having a Dye Maintenance Parameter, as determined by the Dye Maintenance Parameter Test, of greater than about 0.23, preferably greater than about 0.6 more preferably greater than about 0.8 and most preferably greater than about 0.9; and

wherein the dye maintenance polymer is not a polyethyleneimine or alkoxylated derivative thereof.

3. The laundry additive composition of claim 2, wherein the composition further comprises a pH adjuster and one or more fabric softening components.

4. The detergent composition of claim 1, wherein the composition further comprises a detergent enzyme and preferably comprises an enzyme stabilization system.

5. The detergent composition of claim 1, wherein the composition further comprises an inorganic peroxygen bleaching compound, which is preferably selected from the group

consisting of alkali metal salts of perborate, percarbonate and mixtures thereof, and a bleach activator, which is preferably nonanoyloxybenzene sulfonate.

6. The detergent composition of claim 1, wherein the composition further comprises a cellulase enzyme.

7. The detergent composition of claim 1, wherein the surfactant is selected from the group consisting of nonionic, anionic, cationic, amphoteric, zwitterionic surfactants and mixtures thereof.

8. The detergent composition of claim 1, wherein at least about 4% by weight of the surfactant is an anionic surfactant.

9. A fabric conditioning composition comprising:

- a) from about 1% to about 80% of a fabric softening active;
- b) from about 0.01% to about 50%, preferably from about 0.1% to about 40%, more preferably from about 0.5% to about 30%, and most preferably from about 0.8% to about 20% of a dye maintenance polymer or oligomer having at least three net positive charges per molecule and having a Dye Maintenance Parameter, as determined by the Dye Maintenance Parameter Test, of greater than about 0.23, preferably greater than about 0.6 more preferably greater than about 0.8 and most preferably greater than about 0.9; and

wherein the dye maintenance polymer is not a polyethyleneimine or alkoxylated derivative thereof.